

INTERNET DOMAIN NAMES WITH REGIONAL ASSOCIATIONS

Abstract Of The Disclosure

Disclosed is a system and method for providing redirection services, for public networks like the Internet, based upon requests containing both a functional term and a domain name uniquely associated with the address of an enterprise providing the service.

5 An example would be an Internet request directed to "www.*.local.com", where "*" represents a functional term associated with one or more potential final destinations and "www.local.com" is the domain name of the web site providing the redirection service.

10 In a preferred embodiment, where the functional term is associated with plural possible destinations, redirection is based upon proximity of the selected destination to the requestor. Thus, a request to "www.emeraldhills.local.com", wherein "emeraldhills" is all or part of a business name used by several enterprises, is redirected to the enterprise closest to the request origin. The invention accommodates requests transmitted both by mobile and stationary requestors.